

Decem 1995

SF 0

51846 9530

NOTE: December is a 5 W Month

## Productivity/Execution Measurements

Region	Sales Reps																			Mo. Cov. % (Cum.)							
	# Calls Made				Avg. CPD				# Ctns. O/B and P/B				Avg. Ctns./Call				Mo. Cov. % (Cum.)										
	12/25	12/18	12/11	12/4	11/27	12/25	12/18	12/11	12/4	11/27	12/25	12/18	12/11	12/4	11/27	12/25	12/18	12/11	12/4	11/27	12/25	12/18	12/11	12/4	11/27		
Boston		1682	1751	1773		8.3	8.7	8.8			32,979	43,814	40,903			20	25	23	22		66	52	30				
New York		2101	1957	1882		7.6	7.1	6.8	more is the		46,440	51,256	49,332	170	22	26	26	21	57	41	23						
Philadelphia		1569	1360	1233		8.1	7.2	6.4	right direction		61,610	64,431	61,614			39	47	50	43		90	54	31				
Buffalo		1526	1299	1277		7.9	6.9	6.8	but lowest		28,589	69,109	39,416			19	53	31	35		66	49	28				
Pittsburgh		1625	1343	1409		9.3	7.7	7.7	in sales		60,882	56,775	65,320			37	42	46	36		64	48	28				
Cincinnati		1548	1268	1240		7.8	6.4	6.3	up		112,581	85,718	99,382			73	68	80	89		91	51	30				
NESA	0	0	10051	8978	8814	0.0	0.0	8.1	7.3	7.1	343,081	371,103	355,967	####	###	34	41	40	36		65	48	27				
Winston-Salem		1329	1078	1281		6.2	5.0	6.0			62,685	51,771	75,443			47	48	51	79		61	44	27				
Atlanta		646	1062	1301		2.9	4.7	5.8			1,260	53,090	59,448			2	50	46	77		47	44	25				
Florida		1985	1422	1584		8.4	6.0	6.7			97,687	80,673	93,932			49	57	59	84		66	45	28				
Dallas		2019	1792	2070		8.4	7.4	8.6			131,827	119,388	188,511			65	67	91	91		67	40	31				
Richmond		1182	1077	1161		6.0	5.5	6.0			52,991	54,857	64,997			45	51	56	74		54	52	23				
SSA	0	0	7161	6431	7397	0.0	0.0	6.4	5.8	6.7	346,450	359,779	482,331	####	###	48	56	65	81		59	45	27				
N. California		1513	1380	1517		8.4	7.7	8.4			55,207	52,052	69,230			36	38	46	50		90	52	30				
S. California		1532	1507	1607		6.4	6.2	6.7			62,462	60,808	69,710			41	40	43	71		57	43	24				
Seattle		1268	1083	1184		8.0	6.9	7.5			40,780	41,928	56,502			32	39	48	92		66	46	25				
Houston		2200	1244	1840		11.1	6.3	9.3			59,683	43,667	66,683			27	35	36	93		82	51	35				
WSA	0	0	6513	5214	6148	0.0	0.0	8.4	6.7	7.9	218,132	198,455	262,125	####	###	33	38	43	92		69	48	29				
Chicago		1478	1307	1358		6.9	6.1	6.3			40,370	32,258	35,086			27	25	26	87		59	41	26				
Minneapolis		1321	1172	1166		7.5	6.7	6.6			41,691	37,982	42,177			32	32	36	81		66	43	23				
Denver		1717	1195	1159		8.5	5.9	5.7			60,544	51,910	55,293			35	43	48	85		70	43	21				
Detroit		1545	1535	1441		6.8	6.7	6.3			51,864	56,711	50,551			34	37	35	82		54	40	23				
St. Louis		1534	1273	1107		7.6	6.5	5.7			70,567	79,192	69,712			46	62	63	84		55	40	20				
MWSA	0	0	7595	6482	6231	0.0	0.0	7.4	6.4	6.2	265,036	258,053	252,819	####	###	35	40	41	84		60	41	24				
National Total	0	0	31320	27105	28590	0.0	0.0	7.6	6.6	6.9	-	-	1,172,699	1,187,390	1,353,242	####	###	37	44	47	85		63	42	26		

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## Productivity/Execution Measurements

Region	Retail Reps																									
	# Calls Made				Avg. CPD					Temp. Displays Placed					Avg. Displays/Rep				Mo. Cov. % (Cum.)							
	12/15	12/14	12/13	12/12	12/15	12/14	12/13	12/12	12/15	12/14	12/13	12/12	12/15	12/14	12/13	12/12	12/15	12/14	12/13	12/12	12/15	12/14	12/13	12/12		
Boston			1364	1270	1286				7.8	7.2	7.3			146	110	247			3.7	2.8	6.2			54	36	19
New York			961	1117	869				6.3	6.9	5.5			186	267	157			5.3	7.2	4.4			47	33	16
Philadelphia			1633	1587	1457				7.2	7.0	6.4			329	392	346			6.3	7.5	6.7			62	46	24
Buffalo			1762	1715	1631				7.6	7.4	7.2			162	253	113			3.1	4.8	2.2			63	45	25
Pittsburgh			2231	1891	1926				8.8	7.6	7.7			332	332	237			5.7	5.8	4.2			68	48	27
Cincinnati			2030	2000	1849				7.3	7.4	6.7			590	274	173			9.4	4.4	2.7			69	50	28
USA	0	0	9981	9580	9018	0.0	0.0	7.6	7.3	6.9			1,745	1,628	1,273	0.0	0.0	5.8	5.4	4.2			61	44	23	
Winston-Salem			2121	1512	1769				7.2	5.2	6.2			136	144	150			2.0	2.2	2.3			62	44	25
Atlanta			1165	1450	1377				5.0	6.2	6.0			81	130	108			1.5	2.5	2.1			51	38	20
Florida			2107	1484	1562				8.6	6.3	6.6			220	152	89			3.9	2.8	1.6			64	44	25
Dallas			2099	1958	1753				7.6	7.1	6.3			490	477	414			7.8	7.6	6.6			60	46	21
Richmond			1781	1787	1813				7.3	7.4	7.8			370	154	261			6.6	2.8	4.9			61	41	28
SSA	0	0	9273	8191	8274	0.0	0.0	7.2	6.4	6.6			1,297	1,057	1,022	0.0	0.0	4.4	3.6	3.6			60	42	24	
N. California			1187	972	1412				6.9	5.5	8.1			175	114	88			4.5	2.9	2.2			57	39	21
S. California			2174	2061	1864				7.4	7.1	6.4			270	356	228			4.0	5.4	3.5			57	38	20
Seattle			1356	1204	1318				7.4	6.7	7.3			117	140	99			2.8	3.4	2.4			68	49	27
Houston			2183	1290	2099				9.8	5.9	9.6			361	258	279			7.1	5.2	5.6			70	44	30
WSA	0	0	6900	5527	6693	0.0	0.0	7.9	6.4	7.7			923	868	694	0.0	0.0	4.6	4.4	3.5			63	42	24	
Chicago			1402	1449	1322				6.5	6.9	6.3			143	138	154			2.9	2.9	3.2			58	41	24
Minneapolis			1454	1130	1425				6.9	5.4	6.8			140	128	193			2.9	2.7	4.0			60	42	23
Denver			1863	1875	1721				7.1	7.1	6.5			324	347	370			5.4	5.8	6.2			67	47	24
Detroit			1240	933	1292				6.6	4.8	6.5			284	196	232			6.6	4.5	5.2			43	30	18
St. Louis			1336	1305	1223				6.2	6.6	6.6			416	190	146			8.5	4.2	3.5			57	40	20
MWSA	0	0	7295	6692	6983	0.0	0.0	6.7	6.2	6.6			1,307	999	1,095	0.0	0.0	5.2	4.1	4.5			57	40	24	
National Total	0	0	33449	29990	30968	0.0	0.0	7.3	6.6	6.9	-	-	5,272	4,552	4,084	0.0	0.0	5.0	4.4	4.0			60	42	23	

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## Productivity/Execution Measurements

Region	Sales Rep					Retail Rep					Promotion Specialists/SRT								Outside Agency Support												
	Avg#	# Vacancies				Avg#	# Vacancies				# Headcount				Avg. # Hours Worked				# Headcount				Avg. # Hours Worked								
	12/25	12/18	12/11	12/4	11/27		12/25	12/18	12/11	12/4	11/27		12/25	12/18	12/11	12/4	11/27		12/25	12/18	12/11	12/4	11/27		12/25	12/18	12/11	12/4	11/27		
Boston	46	0	0	0	0	50	0	0	0	0	0	23	23	23		29	30	30		6	6	6		35	22	22					
New York	43	0	0	0	0	40	0	0	5	3	4	7	6	6		28	28	28		18	10	10		9	18	18					
Philadelphia	44	0	1	0	0	52	0	0	0	0	0	13	13	13		22	20	20		8	0	0		23	0	0					
Buffalo	44	0	1	1	1	54	0	0	1	1	2	7	7	7		33	26	26		9	13	13		29	24	24					
Pittsburgh	44	4	4	2	0	58	0	0	1	1	1	28	38	38		34	22	22		17	25	25		17	14	14					
Cincinnati	45	0	0	0	0	65	0	0	2	3	2	31	29	29		22	27	27		0	0	0		0	0	0					
NESEA	266	0	0	4	6	3	309	0	0	8	8	9	0	0	109	116	116		28	25	25	0	58	54	54		19	18	18		
Winston-Salem	50	0	1	1	1	68	0	0	1	2	3	52	57	53		35	33	33		4	13	6		36	22	28					
Atlanta	52	0	1	1	1	68	0	0	5	5	6	47	47	47		26	26	26		39	39	39		39	39	39					
Florida	54	0	0	0	0	68	0	0	2	4	4	62	62	62		31	26	26		2	2	2		28	32	32					
Dallas	55	0	0	0	0	64	0	0	1	1	1	23	23	34		26	26	29		5	5	4		35	35	38					
Richmond	45	0	0	0	1	56	0	0	0	1	3	45	45	37		30	30	31		8	8	8		34	36	37					
SSA	256	0	0	2	2	3	304	0	0	9	13	17	0	0	229	234	233		30	28	29	0	58	67	59		34	33	35		
N. California	41	0	2	2	2	61	0	0	2	1	1	6	6	6		34	27	27		31	49	49		28	13	13					
S. California	55	0	0	0	0	69	0	0	2	3	3	9	16	16		40	27	27		27	28	28		25	18	18					
Seattle	37	0	1	1	1	42	0	0	0	1	1	41	38	38		27	22	22		7	12	12		17	23	23					
Houston	45	0	0	0	0	52	0	0	1	2	2	15	11	11		16	21	21		3	3	3		20	40	40					
WSA	180	0	0	3	3	3	204	0	0	5	7	7	0	0	71	71	71		28	24	24	0	68	92	92		21	16	16		
Chicago	49	0	0	0	0	56	0	0	7	8	8	5	5	5		22	22	22		0	0	0		0	0	0					
Minneapolis	40	0	0	0	0	49	0	0	1	1	1	15	15	15		15	15	15		0	0	0		0	0	0					
Denver	46	0	0	0	0	68	0	0	0	0	0	44	51	51		25	27	27		1	2	2		38	37	37					
Detroit	46	0	4	4	4	53	0	0	10	9	8	2	25	27		25	24	26		25	19	30		28	29	29					
St. Louis	47	0	1	2	3	50	0	0	1	5	8	23	23	23		14	14	14		2	2	3		27	32	15					
MWSA	238	0	0	5	6	7	268	0	0	19	23	25	0	0	89	119	121		26	27	27	0	28	23	35		27	27	26		
National Total	960	0	0	14	17	16	1085	0	0	41	51	58	0	0	498	540	541	#####	28	26	26	0	212	236	240	#####	25	24	24		

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